

What Is Claimed Is:

1. A printed substrate comprising:
a textile substrate having a first side and a second side;
a UV absorber disposed on the first side of the textile substrate;
an ink disposed on the UV absorber on the first side of said textile substrate.
2. A method of placing an image or design on a substrate, comprising the steps of:
coating a first side of a textile substrate with a UV absorber;
printing the image or design onto the first side of the textile substrate that has
been coated with the UV absorber.